ORDER

102150¢ Orders Order / Rev: 06817867 Alt Order #: Product Desc: DCCC Estimate: 1194 Flight Dates: 10/16/12 - 10/22/12 Original Date / Rev: 05/24/12 / 05/25/12



Primary AE: Amy McCreary Sales Office:

BLPHI Sales Region: National

Agency

Name: Great American Media

GENERAL

Buying Contact: Billing Contact:

> 1010 Wisconsin Ave. NW Washington, DC 20007

Billing Type: Cash Billing Calendar: Broadcast

Billing Cycle: EOM/EOC 15% Agency Commission:

Advertiser

Name:

Order Type:

Democratic Congressional Campaigh

Demographic: Product Codes:

A35+ PLI2

Priority: Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	\$86,950.00	\$73,907.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00
Totals	125	\$86,950,00	\$73,907,50	0.00

00:15:00

Account Executives

Account Executive	ount Executive Sales Office		Start Date / End Date	 Order %
Arny McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0,00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

L.n	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp v	w/Wa@M	5-6a	MTWTF	:30	5	\$400.001	0.00 NM	5	\$2,000.00
				M-F 5-6a WakeUp v	w/Wagners						1		
	WAKE U	JP WITH .	THE WAG	NERS							1		
	<u>Star</u>	rt Date	End Date	Weekdays S	pots/Week	Rate	Rating						
W	/eek: 10/1	16/12 .	10/22/12	MTWTF	5	\$400.00	0.00						

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Cc

Alt Order #: Flight Dates: 06817867

10/16/12 - 10/22/12

Product Desc:

DCCC

Estimate:

1194

KSNV

							_						
Ln		Start		Inventory Code		Start/End T		Len Sp	_		Rtg Type		Amount
E 1	KSNV 10)/16/12	2 10/22/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	MTWTF	:30	5	\$400.001	0.00 NM	5	\$2,000.00
ν	WAKE UP	WITH	THE WAGN		p www.agners								
	Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 10/16/		10/22/12	MTWTF	5	\$400.00	0.00			*****			**
E 2 .	KSNV 10	2/16/12	2 10/22/12	Wake Up Early W		430a-5a	MTWTS	:30	4	\$200.001	0.00 NM	4	\$800.00
٧	WAKE UP	EARL	Y W/THE W										
147	Start E		End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/16/		10/22/12	MTWT~~S M-F 6-7a WakeU	4	\$200.00 6-7a	0.00 MTWTF	:30	5	\$725.001	0.00 NM	-	#0 00E 00
LJ	KONV I)/ 10/ 12	10/22/12	M-F 6-7a WakeU		0-1 a	V W	.30	5	φ/25.001	U.OU INIVI	5	\$3,625.00
ν	WAKE UP	WITH	THE WAG		,								
164-	Start E		End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/16/		10/22/12 2 10/22/12	MTWTF Today Show	CM	\$725.00 658a-9am	0.00 MTWTF	:30	14	\$900.001	0.00 NM	14	\$12,600,00
L. 7	KONV 10	J/ (O/ 12	. 10/22/12	Today Show	OW	000a-9am	141 M 1 1	.50	14	φ900.001	O.OU INIVI	14	\$12,600,00
7	FODAY SH	WOH		-									
1010	<u>Start E</u> ek: 10/16/		End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 14	Rate	Rating						
			2 10/20/12	News 3 Sunrise -		\$900.00 6a-7a	0.00 S-	:30	1	\$375.001	0.00 NM	1	\$375.00
	NOIV I	J/ E G/ 12	10/20/12	News 3 Sunrise		Od-7 d	3	.50	'	φ373.00 Ι	O.OO INIVI	'	φ3/3.00
١	NEWS 3 A												
\Ma	<u>Start D</u> ek: 10/15/		End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u>	Rating						,
			2 10/20/12	Saturday Today	CM	\$375.00 7a-9am	0.00	:30	2	\$625.001	0.00 NM	2	\$1,250.00
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	-,	- (4,10,11	Saturday Today	2,,,	ra vam	٥	.00		ψ020.001	0.00 14101		ψ1,200.00
8	SATURDA												
\\/e	<u>Start E</u> eek: 10/15/		End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$625.00	Rating 0.00						
			2 10/21/12	News 3 Sunrise -		фо <u>голоо</u>	S	:30	1	\$375.001	0.00 NM	1	\$375.00
				News 3 Sunrise	SUNDAY					*	/	,	40.0.00
1	NEWS 3 A			Marakalana	Contailleal	D-1-	D-4:						
We	<u>Start D</u> eek: 10/15/		End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00	•					
			2 10/21/12	Sunday Today	CM	7a-8am	S	:30	2	\$500.001	0.00 NM	2	\$1,000.00
_			les 4 v d	Sunday Today									. ,
	IO YAGOT		IDAY End Date	Weekdays	Spots/Week	Data	Rating				:		
We	eek: 10/15		10/21/12	S	2		0.00						
E 9	KSNV 1	0/21/1:	2 10/21/12	News 3 Today W	knd CM	9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
			(411/515	News 3 Today									
ſ	NEWS 3 T Start [End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/15		10/21/12	S		\$500.00	0.00						
E 10	KSNV 1	0/21/1	2 10/21/12	Chris Matthews 9	30AM G M	9;30a-10a	S	:30	1	\$500.001	0.00 NM	1	\$500.00
	OUDIO MA		MO OLIOM	Chris Matthews	SUN 9:30am								
•	Start I		WS SHOW End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/15		10/21/12	S	1	\$500.00	0.00						
E11	KSNV 1	0/16/1	2 10/22/12	M-F Today Show		9-10a	MTWTF	:30	10	\$425.001	0.00 NM	10	\$4,250.00
	TODAY SI	HU/VY I	ı	M-F Today Shov	A II								
	Start [End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					1	
W	eek: 10/16		10/22/12	MTWTF	10		0.00						
E 12	KSNV 1	0/16/1	2 10/22/12	M-F Today Show	/ III 4th 16M	10am-11am	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	TODAY SI	HU/V/ i	III.	Today 4th Hour									
	Start I		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10/16	/12	10/22/12	MTWTF	5		0.00						
E 13	KSNV 1	0/16/1	2 10/22/12		СМ	11am-12pm	MTWTF	:30	10	\$325.001	0.00 NM	10	\$3,250.00

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KSNV

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Cc

Alt Order #:

06817867

Product Desc:

DCCC

Flight Dates:

10/16/12 - 10/22/12

Estimate:

1194

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type 8	Spots	Amount
			Rachael Ray Rachael Ray								-	
RACHE			•		•				,			
<u>Sta</u> Week: 10/	<u>rt Date</u> 16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 10	<u>Rate</u> \$325.00	Rating 0.00						
E 14 KSNV			Noon News Noon News	СМ	12-1230pm	MTWTF	:30	5	\$425.001	0.00 NM	. 5	\$2,125.00
	3 AT NO <u>rt Date</u> '16/12	ON <u>End Date</u> 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$425.00	Rating 0.00						
E15 KSNV	10/16/1	2 10/22/12	The Agenda 1230 The Agenda 1230	pm CM	1230-1p	MTWTF	:30	5	\$325.001	0.00 NM	. 5	\$1,625.00
	4; THE A											
<u>Sta</u> Week: 10/	<u>rt Date</u> 16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$325.00	Rating 0.00						
E 16 KSNV			The Doctors The Doctors	СМ	2pm-3pm	MTWT'F	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	OCTORS irt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/22/12	MTWTF	5	\$325.00	0.00						
E17 KSNV		2 10/22/12	Dr. Phil Dr Phil	СМ	3-4p	MTWTF	:30	5	\$450.001	0.00 NM	5	\$2,250.00
DR. PH	. —	End Date	Moskdava	Cnote (Mosk	Doto	D-4:						
<u>ى بى بى</u> /Week: 10	<u>rt Date</u> /16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$450.00	Rating 0.00						
E 18 KSNV	10/16/1	2 10/22/12	News 3 at 4 News 3 at 4	СМ	4-430p	MTWTF~→	:30	5	\$725.001	0.00 NM	5 `	\$3,625.00
		AT FOUR										
Sta Week: 10/	<u>rt Date</u> /16/12	<u>End Date</u> 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$725.00	Rating 0.00						
E 19 KSNV			News 3 at 430pm News 3 at 4:30Pf		430-5pm	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
	4 AT 430 <u>art Date</u> /16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$725.00	Rating 0.00						
		2 10/22/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	5 5	\$1,200.001	0.00 NM	5	\$6,000.00
	NEWS art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/22/12	MTWTF		\$1,200.00	0.00						
			Sa-Su Early News Sa-Su Early New		5pm-630pm	S-	:30	1	\$675.001	0.00 NM	1	\$675.00
	EARLY N		10/00/10/00	Omet-861	b	D-4.						
<u>δτα</u> Week: 10	<u>art Date</u> /15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> S-	Spots/Week , 1	<u>Rate</u> \$675.00	Rating 0.00						
		2 10/22/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MTWTF	:30	4 :	\$1,300.001	0.00 NM	4	\$5,200.00
JEOPA Sta		End D-t-	Modeledore	Cnoto Missi	Det-	Datina				l		
Sta Week: 10	art <u>Date</u> /16/12	End Date 10/22/12	<u>VVeekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$1,300.00	<u>Rating</u> 0.00						
E 23 KSNV			M-F Wheel M-F Wheel of Fo	СМ	7-730pm	MTWTF	:30	5	\$1,300.001	0.00 NM	5	\$6,500.00
	L OF FO		Minchelm	0	.	D-4						
<u>Sta</u> Week: 10	<u>art Date</u> /16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$1,300.00	Rating 0.00						
			Weekend Jeopan WKND Jeop/Wh	dy/Whe@M	630-730pm	S-	:30	2	\$525.001	0.00 NM	2	\$1,050.00
JEOPA	RDY/ W	HEEL OF FO	•									
	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u>	Spots/Week 2		Rating 0.00						
Week: 10.	7 107 12.				φοπο,σο	0.00						

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KSNV

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Alt Order #: 06817867 Product Desc: DCCC

Democratic Congressional Campaign Cc

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1194

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots Rate Pri	Rtg Type S	Spots	Amount
			Mon PR 8-10p								• "
THE VO	NOE		Monday Prime 8-	10pm							
		E. J.D.J.	18to alcalous	0 (00/)	D /	ъ.,					
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					
Week: 10/		10/28/12			\$4,000.00	0.00					
E 26 KSNV	10/21/1	2 10/21/12	News 3 Live in Pr	ime CM	7-10pm	S	:30	2 \$1,600.001	0.00 NM	2	\$3,200.00
NEVA/C	AFTER N	AICI	News 3 in Prime								
•	rt Date	End Date	Manladava	Consta 88/a ale	D-4-	D-ti					
<u>Sta</u> Week: 10/		10/21/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,600.00	Rating 0.00					
							.00	0 0000001	0.00 1114	_	
E 27 KSNV	10/2 (/1	2 10/21/12	Sun PR 10-11p	CM	10-11pm	S	:30	2 \$900.001	0.00 NM	2	\$1,800.00
Ι Δ\Λ/ &.	ORDER		Sunday Prim 10-	трш							
	nt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/21/12	S	<u> </u>	\$900.00	0.00					
E 28 KSNV			M-F News 3 at El		11pm-1135p		:30	2 \$1,200.001	0.00 NM		60 400 00
L ZO KONV	10/10/1	12 10/22/12	M-F News 3 at E		Tibili-1199b)	.50	2 \$1,200.001	0.00 19191	2	\$2,400.00
NEWS	3 NIGHT	SIDE	WH NOWS Date	icven							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/22/12	MTWTF		\$1,200,00	0.00					
E 29 KSNV	10/20/1	2 10/20/12	Sa-Su News 3 at		11pm-1135r		:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
	1012401	10,20,12	Sa-Su News 3 at		i ipiii i iook	<i>,</i> ,,,,	.00	1 \$1,100.001	0.00 14101		\$1,100.00
NEWS	3 NIGHT	SIDE							·		
Sta	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	/15/12	10/21/12	S-	1	\$1,100.00	0.00					
E 30 KSNV	10/16/1	2 10/22/12	The Tonight Show	v CM	1135p-1237	a MTWTF	:30	8 \$500.001	0.00 NM	8	\$4,000.00
			Tonight Show				,	0 4000.001	0.00 11101	Ū	Ψ-1,000.00
TONIG	HT SHO	W W/ JAY L							ŀ		
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			j		
Week: 10	/16/12	10/22/12	MTWTF	8	\$500.00	0.00					
									Totals	125	\$86,950.00
•									· otalo	120	φυσ,συσ.συ